

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

BMK3174– BUSINESS TO BUSINESS MARKETING

7 FEBRUARY 2023

9:00 a.m. – 11:00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages, excluding this cover page.
2. ANSWER ALL FOUR (4) questions.
3. The total mark for this exam is 100 marks.

Answer ALL questions. Each question carry equal marks.

Question 1

a. Sampling is a vital segment in business and consumer research. Discuss the THREE (3) types of probability sampling with relevant examples.
(15 marks)

b. Briefly explain the FIVE (5) benefits of e-procurement.
(10 marks)

(Total 25 marks)

Question 2

a. Customer relationship management (CRM) is an important element in managing buyer-seller relationship. Explain the FIVE (5) CRM strategy priorities.
(10 marks)

b. Discuss the FIVE (5) participants in business buying process.
(15 marks)

(Total 25 marks)

Question 3

a. Discuss customer value in business market.
(15 marks)

b. Explain the FIVE (5) key components of price setting decision process.
(10 marks)

(Total 25 marks)

Continued...

Question 4

a. What are the four (4) key criteria that define a unique market segment?
(10 marks)

b. Describe the FIVE (5) stages in product life cycle.
(15 marks)

(Total 25 marks)

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